Water policy
Engaging for the long term

Andy Wales
SABMiller
andy.wales@sabmiller.com
Global presence across five continents

- Regions where SABMiller operates, or has a major distribution agreement (over 100,000 hectolitres) or recent start-up operations
- Regions covered by our strategic partner Castel
SABMiller’s strategic commitment

- Address watershed risk
- Reduce our water use by 25% by 2015
- Discharge to appropriate standards
- Support clean water provision

- Protect
- Reduce, Reuse, Recycle
- Redistribute
SAM reporting portal

We’ve created a bespoke system for measuring and monitoring our performance – and we’re sharing the results here on our website.

What is SAM reporting?

The SAM (Sustainability Assessment Matrix) reporting portal lets you see how the group and its subsidiaries have performed against our 10 sustainable development priorities.

We have assessment criteria for each of our priorities. These relate to the key issues that we need to manage for each priority. We evaluate our performance on an ascending scale: from level 1 (minimum standard) to level 4 (best practice).

You can see our performance:

- By region
- By subsidiary

Launch reporting portal

Opens in a new browser window
SABMiller’s ‘outside the box’ experience

**Upstream**
- Global: Watershed risk mapping
- Tanzania: water supply dialogue
- Colombia: Ecosystem payments with TNC and Bogota
- South Africa: Water ‘offset’ with government and WWF

**Operations**

**Downstream**
- Uganda: PPP plan for wastewater
- India: alternative uses for wastewater
- South Africa: Water ‘offset’ with government and WWF
- Colombia: Ecosystem payments with TNC and Bogota
- Tanzania: water supply dialogue
- Global: Watershed risk mapping

- Indonesia: alternative uses for wastewater
- South Africa: Water ‘offset’ with government and WWF
- Colombia: Ecosystem payments with TNC and Bogota
- Tanzania: water supply dialogue
Critical elements of policy engagement

Shared fact base

Relationship of trust

Key players in the room

Leads to tangible action
Challenges of policy engagement

Timeframe

Language and focus

Capability – all sides

Business case – all sides
Thank you